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SEEDcraft

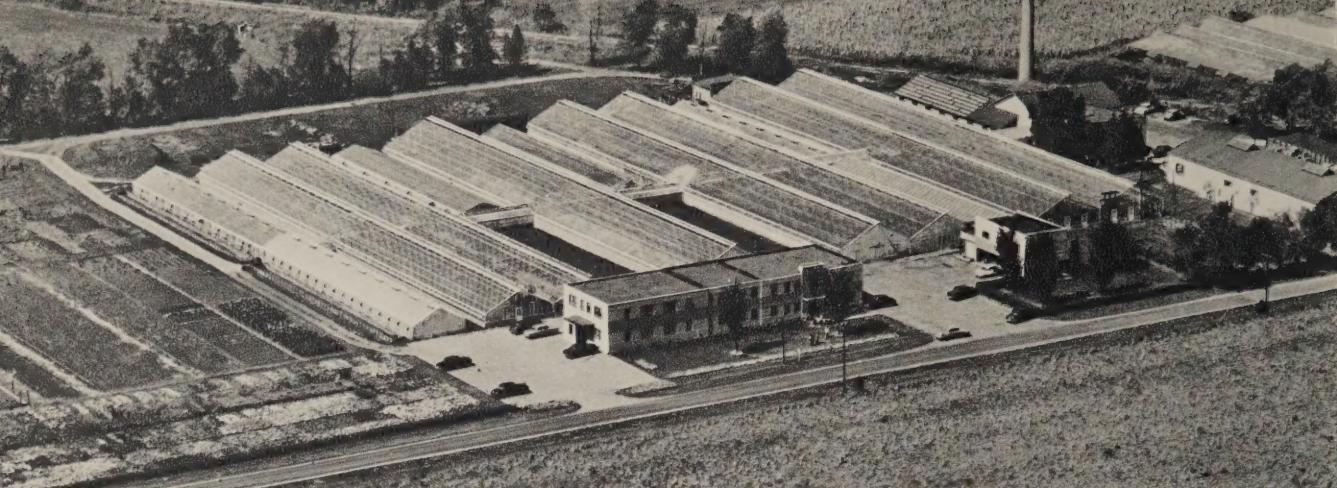
Gro. J. Ball

WEST CHICAGO

ILLINOIS

U.S.A.

1956



Last year, at our modern greenhouse plant in West Chicago, we celebrated our 50th Anniversary of service to the florist industry. This experience qualifies us to serve you well.

## Grow Lovely Garden (Hardy) Chrysanthemums from Inexpensive Rooted Cuttings!

By special arrangement with our leading florist Chrysanthemum cutting propagators, we have prepared a special offer of **rooted cuttings**. Chrysanthemums are ordinarily sold out of a 2 or 2½-inch pot with soil around the roots. After thorough tests through our employees in their gardens over a period of five years, we are convinced that a rooted cutting, properly packed and shipped timely, will make **just as satisfactory an ultimate plant** as one established in a pot before shipping. Lower growing costs and less shipping expense are reflected in lower per plant cost to you. They will be shipped early and late May only. State your preference. We must have your order by April 15.

We offer these 25 varieties only, and reserve the right to make substitutions if necessary. **Complete cultural information sent with each order, or on request.** Each variety plastic labeled.

### WHITE

**Ostosa.** Short cushion type. Late Sept.

**Chris. Columbus.** Large cream decorative; tall. Mid-Sept.

**Gloria.** New decorative. Early Sept.

### BRONZE AND RED

**Flamboyant.** Orange-bronze; medium height. Mid-Sept.

**Admiration.** Large decorative salmon-fawn. Medium height. Late Sept.

**Red Velvet.** Large, dark crimson decorative. Medium height. Early Oct.

**Toronto.** New bright bronze cushion for borders. Mid-Sept.

**Apache.** Quilled petals, firecracker-red, medium height. Mid-Sept.

**Commander Cushion.** Red decorative blooms on dwarf border plants. Late Sept.

**September Bronze.** Golden-bronze button. Medium height. Late Sept.

**Orsona.** Deep red, short cushion for borders. Late Sept.

**Mrs. DuPont.** Very large decorative coral-buff. Tops for cutting. Early Oct.

**Jubilee.** Crimson-red, holds color. Medium height. Early Oct.

### PRICES (Available Continental U.S. only)

Minimum total order 20 cuttings, 5 of any one variety, in multiples of 5, only. Your choice of varieties. 20 to 95 cuttings, 35¢ each; 100 or more cuttings, 30¢ each.

**Special introductory offer:** 5 cuttings each of 4 varieties (Chris. Columbus, Charles Nye, Major Cushion, and Admiration), 20 cuttings, regular price \$7.00, introductory price, \$6.00—you save \$1.00.

**Greenhouse gardeners note!** We have a list of greenhouse—florist type—Mum cuttings available on above terms. Write if interested.

### YELLOW

**Charles Nye.** Large golden-yellow, medium height. Late Sept.

**Yellow Chris. Columbus.** Large decorative, semi-double, medium height. Mid-Sept.

**Pomponette.** Medium short stem, large cushion flowers. Mid-Sept.

**Astoria.** New, deep lemon. Late Sept.

**Moonlight.** Large yellow decorative. Medium height. Late Sept.

### PINK AND PURPLE

**Betty.** Tall, large decorative pink for cut flowers or background. Late Sept.

**Lavender Lady.** Large decorative for cutting or background. Early Oct.

**Masquerade.** Lavender-rose button type. Dwarf border plant. Early Oct.

**Mischief.** Small purple daisy; dwarf, free flowering. Oct. 1st.

**Joybringer.** Salmon-rose decorative flowers; low growing border. Early Oct.

**Major Cushion.** Low border plant. Lavender. Late Sept.

**Chippewa.** Bright purple incurved. Medium height. Mid-Sept.



## SPLENDID DOUBLE PETUNIAS

Double Petunias are equally "at home" in combination bed plantings with other types of Petunias... as individual exhibition plants in 4 or 5-inch pots for the real "fancier"... for regular Petunia uses—urns, porch boxes, window boxes, colorful annual beds that can be counted on for nearly as much color as singles and a far more delicate and interesting display. Complete cultural directions on each packet.

### Our Best F<sub>1</sub> Hybrid All-Double Petunias

**Allegro.** Brilliant, deep salmon-red. Fully double and delicately fringed.

**Canadian Queen.** Large, double, well-ruffled pink flowers.

**Gaiety.** The blotched or variegated flowers combine rose-pink with contrasting pure white.

**Sonata.** Extra large, extremely double, pure white flowers.

**Blue Moon.** Improves other purple doubles in flower size and fine, dwarf habit of growth.

**Minuet.** Medium-sized lavender.

**Caprice.** Heavily doubled, deeply fringed, bright rose-pink.

**Ball Special Formula Mixture.** A formula mixture of the above varieties in proportion to their popularity.

**Price** all above All-Double Petunias, each: 1 pkt., \$1.50.

## EXHIBITION PETUNIAS

Among Grandiflora Petunias, the Ball Dwarf (California) Giants have the largest flowers and are great favorites everywhere. Because the flowers are tetraploid, both flowers and foliage have unusual substance. The Ruffled Grandifloras are not quite as large as the Giants, but bloom more freely with solid or self-colored flowers.

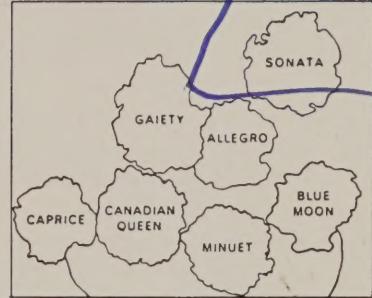
**Ball Dwarf Giant No. 1** (pictured at right). Extra dwarf and early blooming mixture of **Rose-Red**, **Rose** and **White**, and **Orchid**, very popular with florists.

**Ball Dwarf Giant No. 2.** Taller than No. 1, with more color variation.

**Popcorn.** The largest white Ruffled Grandiflora. Huge, glistening paper-white blooms. A 1952 Ball introduction.

**Dwarf Elk's Pride.** Best purple-blue Ruffled Grandiflora. Large flowered.

**Price** above 4 Petunias, each: 1 pkt., 75c.



Modern Double Petunias often rival Carnations for size and beauty. Double Petunias are especially useful as cut flowers.

Ball Dwarf Giant No. 1





Fire Dance, All-America Winner for 1956  
This one truly looks as though it had caught fire!

White Magic, Ball "Fashion Flower for 1956"  
The finest white Petunia of all



## GRANDIFLORA PETUNIAS

A revolution...

is taking place in the annual gardens of America. In the same way in which Hybrid Corn has revolutionized U.S. agriculture, Hybrid Petunias are taking their well-deserved place at the head of the list of quality varieties among Petunias—undisputed king among garden annuals. F<sub>1</sub> Hybrid Petunias far outstrip their inbred or line bred cousins. Where you **once** looked into the corners of your annual garden where rank-growing, self-seeded "just plain Petunias" had taken over with an abundance of nondescript shades of lavenders, off-whites and purples, you **now** see in the sunny corners of an annual garden a bed of Petunias which sparkle with almost **unbelievable shades** of scarlet-red, soft salmon, dazzling pure white, luminous bright rose—well, there's just no end to the array of types and colors recently developed by the modern plant breeder's art and science.

Of equal significance is the extra vigor built into F<sub>1</sub> Hybrids by the genetic principle which plant breeders describe as **heterosis**. They simply never "play out"—keep blooming energetically and with ever-increasing brilliance (they love cool fall nights) till frost.

An additional advantage of F<sub>1</sub> Hybrids is **absolute uniformity**. No distracting unevenness, stragglers—extra late or extra early bloomer. If you haven't yet grown these products of truly modern plant breeding, you have an agreeable surprise in store.

This season two remarkable new F<sub>1</sub> Hybrid Grandiflora Petunias are being introduced to Petunia lovers, one an outstanding new white, White Magic, the other the All-America winner, Fire Dance. **Complete cultural directions on all packets.**

### FIRE DANCE

This All-America Selections Winner for 1956 may best be described as a Tango-Red which has caught on fire! The distinctive rich golden-yellow throat of Fire Dance extends through and underlies the red of the petals creating a more brilliant scarlet or Chinese red when compared with the red of the variety, Tango. 1 pkt., \$1.00.

### WHITE MAGIC

Absolutely the last word in white Petunias, starts blooming extra early and remains steadily in bloom till frost. Huge glistening white flowers, uniform dwarf habit of growth and a super abundance of blooms makes White Magic the best of all the whites. Combines perfectly with all the other Grandiflora colors, matching them well for height. 1 pkt., \$1.00.



## Grandifloras

(continued)

**Crusader.** This lively bicolor bright rose on pure white made a real "hit" last season. Color varies some with season and culture, which seems to add interest to this attractive new hybrid.

**Ballerina.** This lovely shade of salmon won an All-America award three years ago. The flowers are of exceptional size, and it is a very free-flowering variety. Ballerina is especially popular in the West.

**Tango.** Florists like this one best of all F<sub>1</sub> Hybrid Grandifloras—a rich bright scarlet similar to Comanche but much larger in flower size, with attractively ruffled petals.

**Prima Donna.** All-America Selections bronze medal winner 1955, Prima Donna may best be described as a rose-pink companion variety to previous All-America winner, Ballerina. Prima Donna is a dwarf-growing plant with extra large flowers heavily fringed and ruffled, and, like Ballerina, is quite free flowering.

**Price above Petunias, each: 1 pkt., \$1.00.**



Tango

For germination, see page 18. When seeds sprout, follow these simple rules. As soon as seedlings are visible (about ten days) place in a sunny window of a cool room, 55-60° at night and 70° during the day is ideal. If room is dark part of the day, cooler temperatures are necessary. If seedlings are grown in Vermiculite, feed with prepared soluble fertilizer weekly according to directions.

When seedlings have four to six leaves, transplant to larger flats of good soil. Space 2 inches each way. Place in hotbed or cold frame until outdoor planting time. Petunias do best in full sun, but will tolerate up to half shade. They prefer a well-aerated, moderately rich soil. Avoid excesses of water and fertilizer. Do not be afraid to "pinch back" any variety which becomes too tall or "ragged". Most Petunias "break" freely from the base of the stems.



Above: Crusader

Below: Prima Donna (top), and Ballerina



## Multiifloras

Medium flower size with straight petal edges, the Multiifloras are clearly superior where a strong color accent is wanted. They cover the plant solid with blooms creating a very strong color effect.

**Pink Sensation.** Free flowering, light pink—the most vigorous, fastest-growing Petunia.

**Linda.** A pleasing pastel-salmon shade.

**Comanche.** Fiery red. Most popular.

**Paleface.** The first F<sub>1</sub> Hybrid white. Free flowering.

**Sioux.** A rich salmon, several shades deeper than Linda.

**Apache.** An extra deep, bright rose.

**Mohawk.** A medium rose shade intermediate between Apache and Pink Sensation.

**Price above Petunias, each: 1 pkt., 75c.**



This symbol represents only genuine F<sub>1</sub> Hybrids produced by systematic crossing of individual blooms of two selected inbred parents.



Clockwise: White Ball, Rose Ball, Purple Ball, Pink Ball, and Azure Ball

Asters provide several colors which are found in few other ornamentals—the azure-blue is a rare color indeed in the late summer cut flower garden; the rose is bright and luminous, the most spectacular.

**Purple Ball.** Almost identical to Rose Ball, except for its rich royal-purple color. Reverse of petals has a silvery sheen.

**Ball Mixture.** Blended by formula from the above 5 superior Ball varieties only. Included in our Seed Sowing Kit, page 19.

**Price** above Ball Asters, each: 1 pkt., 75 c.

**Special Collection.** 1 pkt. each of above 5 separate color Ball Asters, \$3.00.

**Crego Mixture.** All Aster colors are present in this blend of large fluffy flowers with interlaced and curled petals. 1 pkt., 50 c.

## BALL ASTERS

Bred primarily for florist cut flower use, Ball Asters make an ideal garden Aster also. Reason is that those Ball Aster characteristics—**large fully double flowers, long, strong stems, high resistance to wilt**—which are important to commercial growers are also those characteristics which make good garden asters.

Many commercial growers, particularly in the East, grow these strains outdoors from a mid-April sowing transplanted outside in early June. Commercial blooms from Ball Aster seeds command premium prices in any flower market.

Garden culture of these fine strains is similar to commercial growing practice. For best results they should be **started inside** in spring, transplanted into Jiffy-Pots (see page 19), then set out after frost. Plants direct-sown outdoors into the garden will make blooms but not as large or as long-stemmed as those from early-started plants.

Ball Aster seeds are the most **wilt-resistant** strains available. However, they are not **wilt-proof**. Don't grow Asters in the same location more than every third or fourth year. **Complete culture on packet.**

### Varieties

**Rose Ball.** Extra large, fully double Chrysanthemum-like flowers. This is a rich, satisfying rose-pink that is extremely popular with florists.

**White Ball.** Exceptional doubleness and fine, stiff stems have made this pure white Aster a standout.

**Pink Ball.** A soft, satiny shell-pink. This Aster possesses unusual flower size and dependable doubleness.

**Azure Ball.** A clear, light lavender-blue that blends well with white or pink.

## MARIGOLDS

**Dwarf Bedding Mix.** A complete mixture of color with uniform height of about 8 inches.

**Tall Mix.** African types, useful for background plantings and cutting.

**Cupid Mix.** Combines large (2 inch) flowers and super-dwarf plants.

**Color Magic.** The blooms of this favorite florist Marigold vary in color between rich shades of yellow and orange as the season progresses.

**Price** above Marigolds, each: 1 pkt., 40 c.

## MORNING GLORY

### (Ipomoea)

Cultural directions with each packet.

**Candy Pink.** A lovely distinct new Morning Glory shade of pink. Needs help in climbing.

**Heavenly Blue.** Best blue strain available. Very free flowering and vigorous grower and climber.

**Scarlett O'Hara.** Vivid crimson-scarlet.

**Pearly Gates.** Clear white with slight cream shading at throat.

**Price** above Morning Glories, each: 1 pkt., 30 c.



## SWEET PEAS

### Revolutionary New Floribundas Zvolanek's (Originator) Strain

This remarkable new strain of Sweet Peas is 10-14 days earlier blooming than the ordinary outdoor kind; stems are longer, and there are more flowers per stem (4 to 6 instead of the usual 2 or 3). Stems up to 10 inches in length are not uncommon even where summer heat comes early. In more moderate climates or in greenhouses in spring, 14 to 16-inch stems with 6 or 7 blooms are not unusual. Sow outdoors as early as the ground can be worked, or indoors a month earlier in Jiffy-Pots, and transplant to the open for extra early blooms.

**Carmine Rose      Purple      Pink**  
**Lilac                      White      Formula Mixture**

**Price** above Floribunda Sweet Peas, each: 1 pkt. (enough for 10 ft. row), **\$1.50**.

**Collection.** 1 pkt. each of 5 separate color Floribunda Sweet Peas, **\$7.00**.

## CENTAUREA

The old favorite Bachelor Button is easy to grow, tolerant of different soil types and quite rewarding for use as cut flowers. Long wiry stems and fully double, long-lasting flowers make this subject especially useful.

**Blue Boy.** The well-known Cornflower Blue.

**Pinkie.** Attractive rose-pink.

**Ball Double Mixed.** Maroon, blue, pink, red, and white.

**Price** above Centaureas, each: 1 pkt., **30c.**

## GLOBE PHLOX

A truly distinct new annual Phlox—absolutely uniform, rounded habit in a mixture of popular Phlox shades. Phlox are one of our best all-purpose annuals. Like Petunias, they are colorful, bloom over a long season and are easy to handle sown right out in the open. Included in Seed Sowing Kit, page 19. Cover seeds very lightly and keep uniformly moist. Space 6×9 inches. Complete cultural directions on each packet. Globe Phlox is strikingly different!

**Phlox, Globe Mixed.**

1 pkt., **75c.**





Dahlia-Flowered Type



Cactus-Flowered Type—Variety, Blaze

## FLORIST ZINNIAS

Nothing Easier to Grow—More Rewarding!

Zinnias are among the most easily grown and popular garden annuals—and small wonder! Brilliant colors, vigorous plants to cut for floral arrangements or for garden display, and very few insect pests explain their popularity. Flowers 4 and 5 inches across are not uncommon with either the Dahlia-Flowered or Giant Cactus strains pictured above. Zinnia fanciers will be especially delighted with the informally ruffled and fluffy blooms of the Giant Cactus strain.

Seed may be sown where the plants are to flower when the weather has become dependably warm, or they may be sown indoors 2 or 3 weeks earlier and transplanted. Zinnias need full sunshine and 12-18 inches between plants.

The first 6 listed are of the Giant Cactus type pictured above at right.

**Blaze.** Brilliant orange-red.

**Floradale Scarlet.** Bright scarlet.

**Riverside Beauty.** Coral-rose.

**Sunny Boy.** Rich buttercup-yellow.

**Eskimo.** Soft, creamy white.

**Ball Giant Cactus Mixture.** The above and other shades in a wealth of pleasing colors.

**Lilliput Mix.** Colorful small-flowered mixture.

**Ball Dahlia-Flowered Florist Mixture.** Exquisite colors and large, fully double flowers of the type pictured above at left, comprise this mixture which we blend by formula from the very best named varieties.

**Peppermint Stick.** Perfectly rounded, medium-sized flowers in vivid striped combinations of red, white, yellow, pink, orange, and purple. Excellent for table arrangements.

Price above Zinnias, each: 1 pkt., 40c.

## For Other Heat-Loving Annuals, try . . .

Cleome Pink Queen



**Gaillardia Sunshine Double Mix.** This old favorite garden species offers much satisfaction in the **annual** form. The well-known yellow-bronze blossoms are useful for cut flowers. Stems up to 16 inches long with 2½-inch flowers in red, yellow, bronze, and bicolors. Produces a profusion of blooms in late summer from an April 1st sowing indoors. 1 pkt., 50c.

**Cleome Pink Queen (Spider Plant).** A tall (4-5 ft.), dense-growing subject ideally suited for high hedge or background planting. Its flowers are unique and retain shape and bright pink color throughout growing season. 1 pkt., 50c.

**Bells of Ireland.** This long-ignored subject has come into flower fashion through its usefulness in cut flower arrangements. Its truly unique light green calyx is bell-shaped and prominent. Useful dried. Needs full sun. Cultural directions on packet. 1 pkt., 50c.

Bells of Ireland



## SALVIA

Salvia-red is the scarlet-red by which most other "reds" in the flower kingdom are judged—a bright luminous color accent which, provided it is not overdone, will grace the most refined garden. Try Fireball or St. John's Fire for red blooms early in the season with white Petunias.

**Fireball.** Blooms very early and dwarf. 1 pkt., \$1.00.

**St. John's Fire.** Somewhat later than Fireball and a bit taller. 1 pkt., 75c.

**Blaze of Fire.** Intermediate for both height and blooming season. 1 pkt., 75c.

**America.** 20 inches, late August blooming. 1 pkt., 50c.

**White Fire.** Similar to St. John's Fire except color is a creamy white. 1 pkt., 75c.

**Blue Bedder** (Farinacea). Try this one! Useful where height is required. The tiny blue florets on long, tapering spikes are graceful and soft and combine well with a host of other gardening subjects for which they make an ideal background. Useful as cut flower material. 1 pkt., 50c.

## AGERATUM

Ageratum can be quite readily and satisfactorily grown from seed. This year we have imported from France a seed strain of Ageratum which is quite uniform for habit, blooming evenly with lovely large blue flowers—a color not widely seen in the annual garden.

**Blue Mink.** Large-flowered, uniform mid-blue. 12 inches. 1 pkt., 50c.



Salvia St. John's Fire—dwarf, bright red

The dwarf early Salvia varieties bloom in July with Petunias, and carry continuous color until frost.

## DAHLIAS

### from Seed

**Giant-Flowered Mixed** is particularly useful as the most desirable specimen plants may be propagated by means of tubers. Giant double flowers of varying types and colors. Cultural directions on packets. 1 pkt., \$1.00.

**Unwin's Dwarf Hybrids.** The well-known dwarf garden dahlia from seed. A very wide range of colors. 1 pkt., 65c.

## CELOSIA TOREADOR

A year's experience of gardeners throughout the country with this 1955 All-America Award-winning Ball introduction has pointed up the special qualities as well as limitations. Properly grown, this Cockscomb's immense spectacular flowering head will be an object of interest and beauty in any late summer garden. Toreador is surely the finest of all Cockscombs! Rich, bright red combs, often over 12 inches across, on 20 inch plants, its particular niche seems to be for background planting. Can be sown outdoors, but for best results start indoors in April and transplant to Jiffy-Pots in May—plant out after frosts in full sun only! 1 pkt., 40c.

### Other Celosias

**Red and Gold.** A unique color affect is found in clearly defined red and gold zones of this Cristata Cockscomb type Celosia.

**Forest Fire.** Best of all tall Plumosa types, Forest Fire is very useful for cut flower arrangements and background planting, as both foliage and blooms are a striking maroon-red. Height about 3 ft.

**Price above Celosias, each: 1 pkt., 40c.**



Celosia Toreador



## PERENNIALS

**AQUILEGIA** (Columbine)—McKanna's Giant. Extra large, long-spurred All-America winner, bright colors. 1 pkt., 35c.

**CAMPANULA**—Medium Calycanthemum Mixed (Cup-and-Saucer Type). 3 ft. 1 pkt., 35c.

**BELLIS PERENNIS**—Perennials Mixture (English Daisy). Culture like Pansies. 1 pkt., 35c.

**GAILLARDIA**—Monarch Strain. Extra large flowered. 1 pkt., 35c.

**HOLLYHOCK**—Triumph. Large double flowers in many pastel shades. Will flower first summer if sown in February and transplanted to Jiffy-Pots. 1 pkt., 35c.

**LUPINE**—Russell Strain. We offer originator seed from England. 1 pkt., 35c.

**PRIMULA**—Veris Colossea. Extra large flowers, good stems, wide color range. 1 pkt., 35c.

**Polyanthus Mixture** (Unwin's strain). 1 pkt., 35c.

**POPPY**—Oriental Mixture. Orange, red, and salmon. Make satisfactory cut flowers if cut in early morning or evening and stem tips burned immediately. 1 pkt., 35c.

**VIOLA**—Miniature Pansies. Ideal for a mass of color for bedding.

**Lutea Splendens** (golden-yellow)      **Blue Perfection**

**Chantreyland** (apricot)      **White Perfection**

Price above Violas, each: 1 pkt., 35c.

## DELPHINIUMS

The unmatched usefulness of Delphiniums as summer cut flowers along with their remarkable showiness as taller background plants have made these regal beauties a favorite. These world-famous Giant Pacific Strains come directly to us from the specialist who created them, Mr. Frank Reinelt. This is your guarantee of the very finest. Complete cultural information with each packet.

**Astolat.** Colors range from pale blush to raspberry-rose with some near-pink shades. 1 pkt., \$1.50.

**Black Knight.** A deep velvety-blue.

**Blue Bird.** A clear, bright mid-blue. Very attractive.

**Galahad.** The purest white imaginable.

**Guinevere.** A beautiful, light orchid-lavender.

**King Arthur.** Deep royal-purple with white "bees".

**Summer Skies.** A light, airy azure-blue.

**Ball Best Mixture.** A formula blend of Giant Pacific varieties. A real "treasure hunt" for Delphinium lovers.

**Price above Delphiniums (except Astolat), each: 1 pkt., \$1.00.**

**Collection.** 1 pkt. each of 7 separate colors of above Delphiniums, \$6.00.



This field of Roggeli Elite Mix Pansy seed production is only a stone's throw from the Lake of Thun after which one of his blue Pansy varieties is named. Plenty of sun, cool nights, and an open fall make this setting ideal for Pansies and seed production.

## Cultural Tips on Pansies and Perennials

Pansies and most perennials may be sown in January or February indoors and carried along in the 50° (night temperature) greenhouse till planting-out time. Some perennials will bloom the first year with this scheme. For best results, though, Pansies and perennials should be sown two months before frost, transplanted in the fall into cold frames or well-drained beds. Some protection like straw should be placed over the plants during the winter; and sturdy plants and blooms the following season will result.



It was our privilege to visit Mr. Roggeli and his Pansy fields in Switzerland.

The engaging personality of this modern Swiss plantsman is matched only by skill and devotion applied to his primary interest—the maintenance and improvement of this magnificent Swiss Pansy.



"Seeing is believing", and you have to "see" these rich shades of Mr. Roggeli's Swiss-grown strain to "believe" them. Uniform, dwarf plants have flowers of immense size.

## WORLD-FAMED PANSIES

On a hillside just above the shore of lovely Lake of Thun in the shadow of the Swiss Alps lives a plantsman whose skill in growing Pansy seed has clearly surpassed all others. No one knows the secret of Mr. Roggeli's methods of selection and crossing of strains which produce his incomparable Elite Mixture except the old gentleman himself and his son. Few people care how he works his plant magic as long as the results are such consistent perfection and the seed readily available. Mr. Roggeli asks and gets twice the price for his seed of any other Pansy seed grower in the world, yet sells all of his limited seed production each year!

Abounding in deep rich intense shades of maroon-red, golden-yellow, blue, violet, and other Pansy shades, the Roggeli Swiss strains offer depth and brilliance of color found in no other Pansies. Swiss Pansies are famous the world over. Mr. Roggeli is the originator of the Swiss

Among other special qualities of the Roggeli strains are petal substance (heavier petals are longer lasting) and flower size—Roggeli's Elite Mixture contains some of the largest blooms ever found in Pansies—up to 4 inches across. This strain is dwarf and compact in habit of growth—no tendency to grow "leggy" and rank late in the season. In this most popular garden subject, we offer Roggeli Elite Mixture, imported seed, with full confidence in its superiority. Roggeli Elite Mixture will reward any gardener who truly appreciates excellence in Pansies.

**Roggeli Elite Mixture.** 1 pkt., \$1.50.

**Ball Winter Flowering.** For home gardeners who have greenhouses and who would like to try Pansies under glass for cut flower growing in winter and spring, we offer this florist strain of Ball Winter Flowering mixed Pansies. 1 pkt., \$1.00.

**Steele's Jumbo Mixture.** Excellent early flowering mixture. Originator's seed. 1 pkt., \$1.00.



Mr. Frank Reinelt holding Galahad, King Arthur, and Blue Bird Delphiniums

## IMPATIENS → (Sultanas)

Dwarf Impatiens may be depended upon to provide an abundance of colorful rose and orange blooms in all but the heaviest shade! It retains a very shapely, rounded habit of growth which, combined with a particularly attractive deep green foliage, makes this an unbeatable plant for shade gardening. Impatiens will tolerate a wide range of shade conditions from light to dense shade.

**Dwarf Bright Rose.** Bright rose, pictured at right.

**Dwarf Bright Orange.** Deep luminous orange.

**Dwarf Mixture.** Contains above two colors plus other shades.

Price above Impatiens, each: 1 pkt., 75¢.



## ← AFRICAN VIOLET (Saintpaulia)

Yes, it is possible and practical to grow African Violets from seed. In fact, superior exhibition plants can be grown from seed. See photo at left.

Culture is same as leaf cutting plants after germination, which must be done at 70° minimum temperature. Complete instructions on each packet.

**Hybrid Mixture.** Containing shades of the popular African Violet colors of violet and lavender thru white. 1 pkt., \$2.00.

**Single and Double Mixture.** Approximately 50% double-petaled types. 1 pkt., \$2.00.

**Blue Fairy Tale.** Deep, intense violet-blue. This strain imported from Europe where it is very popular. 1 pkt., \$1.00.

**White.** Mostly white, some with blue eyes. 1 pkt., \$2.00.

## GLOXINIAS →

A remarkably showy and satisfactory summer-blooming pot plant. Its large, velvety, bell-shaped flowers are borne on short stems above the luxurious foliage which somewhat resembles that of an African Violet. Gloxinias are easily grown from seed sown in October and November. Full cultural directions with each packet.

**Ball Special Mixture.** Our own formula blend of choice separate varieties. A riot of color in red, pink, blue, and violet. 1 pkt., \$1.50.

**Panzer Scarlet.** Bright velvety-red is the color in Gloxinias. Of all the red varieties used none is the equal of this famous strain originated by Panzer in Portland, Oregon. 1 pkt., \$1.50.



## BEGONIAS → Fibrous-Rooted

Begonias are among the most satisfactory flowering house plants. They enjoy moderately warm temperatures and partial sunlight. Admirably suited for outdoor bedding use in semi-shaded locations. Best sown during early spring. Complete directions on packets.

**Scandinavia Pink.** Luminous rose-pink.

**Scandinavia Red.** Carmine-red.

**Ball Red.** An intense, pure scarlet-red.

**Snowbank.** Pure white.

**Indian Maid.** Rich bronze foliage with bright red blooms.

**Formula Mixture** of above varieties.

Price above Begonias, each: 1 pkt., 75¢.

**Pink Pearl.** F<sub>1</sub> Hybrid imported from Germany. Extra free flowering, yet dwarf. Bright pink. 1 pkt., \$1.00.

**Red Pearl.** F<sub>1</sub> Hybrid scarlet-red. 1 pkt., \$1.00.



## ← Other Begonias

**Tuberous-Rooted Florist Mix.** Here's another one of those subjects like Saintpaulias and Impatiens which are often propagated but can be done even more satisfactorily from seed. In fact, the most free blooming, yet dwarf, shapely plants we've seen of Tuberous Begonias were the group from which this photo (left) was made. With proper handling, such plants as this can be produced from seed in six months! Large fully double flowers—all important colors in this mixture. Complete cultural directions on packet. 1 pkt., \$1.50.

**Lloydii Mix.** The pendulous type Begonia—double flowers about 2 inches across in all Begonia colors. Useful for hanging baskets and porch boxes. 1 pkt., \$1.50.

## CROSSANDRA →

This native of India has become one of the newest and most exciting pot plants in recent years. It's almost a perpetual bloomer with sheaves of overlapping, bright salmon-orange petals and rich, glossy, Gardenia-like foliage. We introduced Crossandra to the florist trade 4 years ago where it "caught on" quickly. It requires a warm temperature for germination and growing—70° at least. Full cultural directions sent with each packet. 15 seeds, \$1.00; 50 seeds, \$3.00.





## SNAPDRAGON HIT PARADE

### A New Dimension in Garden Snapdragon Quality

You've always wanted to grow the kind of Snapdragons you could display with enthusiasm in your garden or use with pride in your cut flower arrangements. These genuine F<sub>1</sub> Hybrids are the most modern Snaps that plant breeding science can offer. They're earlier by many days than ordinary outdoor Snaps; give you extra flowers; and their upright, stiff-stemmed habit enables them to withstand moderate winds without support. Should be started indoors—complete culture on each packet.

**Memory.** A clear medium pink shade.

**Temptation.** Brilliant, velvety crimson-red.

**Bob White.** Clear ivory-white.

**Stardust.** Intense, vivid golden-yellow.

**Harvest Moon.** A fiery orange-scarlet.

**Sophisticated Lady.** Pleasing orchid.

**Mexicali Rose.** Deep watermelon-rose.

**Hit Parade Mixture.** An exceptionally attractive and useful Snapdragon mixture abounding in bright, clear, intense colors.

**Price** last 8, each: 1 pkt., \$1.00.

**Tetraploid Mixture (Inbred).** Shorter stemmed than Hit Parade. Large leathery leaves and petals. 1 pkt., 60c.

Navajo

Golden Spike



## SNAPDRAGONS

### For Greenhouse Growing

For those gardeners who are interested in growing Snapdragons for cut flowers or for both bedding and cut flowers (either under glass or outdoors where some protection is offered). These varieties are selected from the best-known and most widely used florist type early-flowering cut flower Snapdragons. **Note that they are all F<sub>1</sub> Hybrids.** Cultural instructions on each packet.

**Snowman.** Pure white, long spikes.

**Golden Spike.** A rich deep golden daffodil-yellow.

**Rosanna.** Deep bright rose.

**Hercules.** Light pink, very firm stem.

**Indian Chief.** Rich bright bronze.

**Navajo.** Rich maroon-red with extra long stems and spikes.

**Lavender Lady.** A lovely soft orchid-lavender shade.

**Forcing Mixture.** Formula mixture of all above varieties in proportion to their popularity.

**Price** above Snapdragons, each: 1 pkt., \$1.25.

## COLUMN STOCKS—FOR GREENHOUSE GROWING

Column Stocks were introduced to the American trade by Geo. J. Ball, who discovered one color of the column type while traveling in Germany in the early 30's. He developed this type into the many colors which are still widely used by commercial florists today. This subject is ideally suited to West Coast climate and, of course, glass house culture. Cannot be grown outdoors in East and Midwest. They have gracefully tapering spikes. Stocks have a scent of sufficient appeal to be used as a base for many fine perfumes. Cultural directions are included with each order.

**No. 16 Ball White.** Most popular.  
**No. 1 Lilac Lavender.** Silvery lilac.  
**No. 8 Ruby.** A genuine ruby-red.  
**No. 22 Ball Supreme.** A lovely rose shade.

**Pacific Pink.** A bright, luminous, warm pink. A new color.  
**Ball Florist Mixture.**  
**Price above** Column Stocks, each: 1 pkt., \$1.00.



### BALL RAINBOW COLEUS—COVER SUBJECT

Do not confuse the Ball Rainbow Coleus Strains with any other seed or cutting-propagated Coleus variety. The uniquely rich color is derived from the reproduction of a golden-yellow plant which appeared in the mixture and was observed by George Ball in 1944. This new color was worked into the mixture and imparted a warmth and brilliance found in no other strain. Try Ball Coleus from seed. Complete cultural suggestions with each packet.

**Ball Rainbow Mix.** Pictured on cover. Complete range of colors. 1 pkt., 75c.

**Red Rainbow.** Red and green.

**Candidum.** Ivory-yellow and green.

**Price above** 3 separate colors, each: 1 pkt., \$1.00.

**Pink Rainbow.** Salmon-pink and green.

**STOCK No.16 Ball White**  
"The Coleus I grew from your seed were simply spectacular. Everyone wonders what special magic I have used. I just tell them it's the seed that makes the difference."  
K.C., Yuba City, Calif.

### VERBENA

Verbenas love heat and cover the ground beautifully throughout the summer with splendid colors, including rose, pink, crimson, lavender, scarlet, and blue. Easy cultural directions with each packet.

**Grandiflora Mixture.** Vigorous and spreading.  
**Dwarf Type Mixed.** 4-6 inches. Good for border.  
Price above 2, each: 1 pkt., 40c.

An old favorite—useful where a dwarf carpet-like violet-purple or white bloom is wanted to cover open spots. Easy culture. Sow direct in garden.

**Royal Carpet.** Dwarf purple.  
**Carpet of Snow.** Standard white. Fragrant.  
Price above 2, each: 1 pkt., 30c.

### ALYSSUM

An old favorite—useful where a dwarf carpet-like violet-purple or white bloom is wanted to cover open spots. Easy culture. Sow direct in garden.

**Royal Carpet.** Dwarf purple.  
**Carpet of Snow.** Standard white. Fragrant.  
Price above 2, each: 1 pkt., 30c.



## Vegetables To Be Started Early

### TOMATOES

**Ball Extra Early F<sub>1</sub> Hybrid.** A favorite florist variety for plant sales. Heavy yield of medium large fruits and extra early. 1 pkt., 75c.

**Big Boy Hybrid.** Largest fruited F<sub>1</sub> Hybrid. 1 pkt., 75c.

### PEPPER

**California Wonder Select.** Best sweet Pepper, thick walls. 72 days. 1 pkt., 30c.

### EGG PLANT

**Beauty Hybrid.** F<sub>1</sub> Hybrid. Extra early and productive. 1 pkt., 75c.

### CUCUMBER

**Ball Early Hybrid.** F<sub>1</sub> Hybrid. Heavy yielding early slicing type cucumber. 1 pkt., 50c.

### STATICE

**Superb Hybrid Mixture.** This everlasting is indispensable for winter bouquets. All Statice colors. The rough texture of Statice is quite "at home" in modern homes. Easy cultural directions on each packet. 1 pkt., 40c.

### LARKSPUR

Fall or spring sown outdoors or for greenhouse cutting. Larkspur has a "new look" in its recently improved varieties.

**Ball Florist Mixture.** Easy culture on packets. 1 pkt., 40c.

# PLANTS FOR INDOOR

Calendula



Primula Malacoides



Lily



Freesia



Herb Garden ►

## Primulas (Primroses)

**Primula Malacoides** (Baby Primrose). **Ball Florists' Mixture.** Huge clusters of dainty 1-inch flowers in rose, red, lavender, and white. Fine for potted plants or for cutting in greenhouse in spring. Complete culture on packets. 1 pkt., \$1.00.

**Primula Obconica. Formula Mixture.** The largest-flowered of all Primroses. Red, pink, blue, and white flowers on bushy plants. A fine spring-potted plant. Complete culture on packets. 1 pkt., \$1.00.

## Calendulas

**Ball Greenhouse Mixture.** Don't confuse these brilliant long-stemmed beauties with ordinary garden Calendulas. These were developed for florists' use and make a real midwinter color show. Orange, gold, yellow, and cream flowers 4 inches across. Complete culture with each packet. 1 pkt., 75c.

## Lilies

**White Queen** (Canadian Hardy Strain). Grow your own pure white, fragrant "Easter Lilies" from seed. May be planted outdoors as a hardy Lily. Culture on packets.

**Henryi.** Orange, spotted brown.

**Tenuifolium, Coral Lily.** Medium-sized flowers of brilliant coral-red.

**Candidum.** Madonna Lily; pure white.

**Regal.** Flowers are pure white inside; reverse of petals tinged with pink.

Price above Lilies, each: 1 pkt., 60c.

## Freesias

"Tops" for delicate beauty and rich fragrance—and easy to grow from seed too! Sow in May for September bulbs which will bloom in late winter. Complete cultural information on each packet.

**White**

**Yellow and Orange Shades**

**Red and Pink Shades** **Blue and Lilac Shades**

**Super Giant Mixture.** Large blooms in many colors.

Price above 5, each: 1 pkt., \$1.50.

# OR GREENHOUSE GROWING

## Cinerarias

Cinerarias make colorful potted plants for late winter and spring blooming if they get plenty of light and cool temperatures. Sow from September to November.

**Festival.** Bushy plants with huge heads of blooms in many colors, mostly with white "eyes".

**"Vivid" Formula Mixture.** Mixture of solid colors (without eyes).

Price above Cinerarias, each: 1 pkt., \$1.50.

## Christmas Pepper

**Candle Pepper.** The kind you see in your florist's shop at Christmas. Small bright red fruit against green leaves. Complete cultural instructions on each packet. 1 pkt., 50c.

## Schizanthus (Poor Man's Orchid)

**Ball Giant Mixture.** Lacy leaves and dozens of 1½-inch orchid-like flowers in an endless array of enchanting colors. An ideal potted plant or cut flower. Sow from September to January for your own early spring flower show. 1 pkt., 50c.

## Calceolarias

**Ball Multiflora Mixture.** The floral kingdom is full of instances of resemblance of flowers to other objects—the Snapdragon and the tiger's jaws, "Bells" of Ireland, and now Calceolarias and the lady's pocketbook! Colors include rich bright yellow and red. An ideal spring-potted plant. Complete directions on packet. 1 pkt., \$1.50.

## Browallia

**Speciosa Major.** Showy 1½-inch violet-blue flowers are borne on a shrub-like 10 to 12-inch plant. Fine as a potted plant or garden annual. 1 pkt., \$1.00.

## Cyclamen

Here's your chance to grow your own florist Cyclamen. Blooming plants make corms which may be saved like bulbs and flowered again. Seed germination is slow, and they require 12 to 15 months to bloom. Cultural directions with each packet.

**Ball Best Mixture.** The finest florists' varieties.

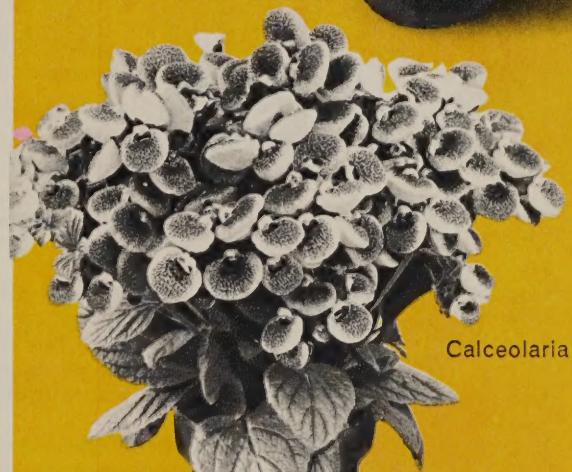
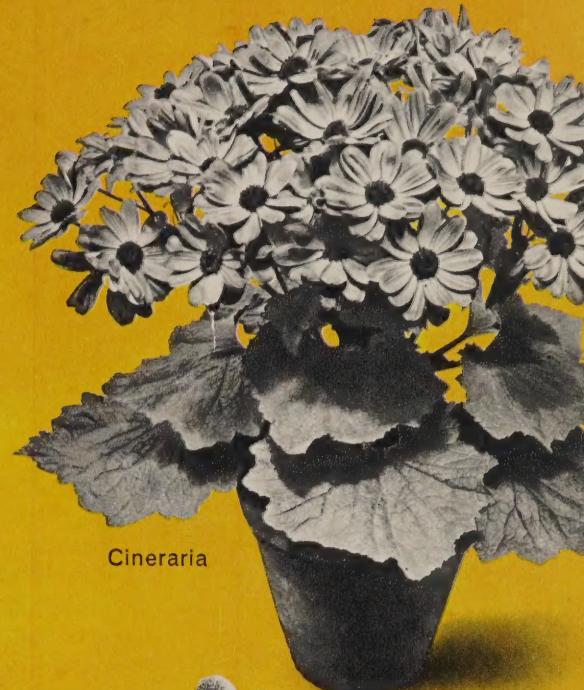
**Fringed Mixture.** Flowers are attractively fringed with unusual markings.

Price above Cyclamen, each: 25 seeds, \$1.50; 50 seeds, \$2.75; 100 seeds, \$5.00.

## Herb Garden

Have you discovered the magic of herb seasoning? Try a fragrant herb garden outside your kitchen door. You'll need only a few plants of each for summer use or to dry for winter.

**Herb Garden Collection.** 1 pkt. each of the following time-tested herbs: Anise, Basil, Borage, Coriander, Dill, Sage, Savory, Sweet Fennel, Sweet Marjoram, and Thyme—all 10 pkts. for \$2.00 (with circular).





**A bright jewel for your annual garden . . .**  
**PORTULACA (Moss Rose)**

**Portulaca Double Mix (Moss Rose).** Our strain of this full sun, heat-loving subject is imported from Japan and is exceptional for size and doubleness of flowers, a complete range of colors, and very dwarf, spreading habit. A unique, jewel-like flower. Useful in the rock garden or as a temporary ground cover. Provides an abundance of blooms all summer. Simple cultural directions on packet. 1 pkt., 50c.

**Tips on Seed Sowing**

While many seeds may be sown in the open ground, better results are usually obtained with small seeds if the sowing is done in Market-Paks or similar containers. The Ball Seed Sowing Kit described on opposite page is ideal. Important points are:

1. **Clean soil.** Florists sterilize their soil with steam, but heating it in a dishpan in an oven for about 45 minutes at 200-250° works nicely. Soil should be moist, but not wet.
2. **Uniform moisture;** do not let your seed tray dry out while seeds are germinating.
3. **Good ventilation;** a mild air circulation immediately after germination, but not a windy spot.
4. **Proper temperature;** most annuals sprout best in a uniform temperature of 60-70°—lower after seedlings are  $\frac{1}{2}$  inch tall.

We get best results by filling our containers half way with loam which is then thoroughly soaked. The balance is filled with screened and moistened leaf mold, or fine grade Sphagnum moss, leveled off with a board, but **not** packed down. Rows are made by pressing the edge of a lath  $\frac{1}{4}$  inch into the surface. Seed is sown **thinly** in these rows and **no** soil covering added. "Misting" with a fine spray after sowing completes the job. A newspaper covering may be used, but seedlings must be exposed to light immediately after germination.

**Catalog No. 3**

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Start your seeds early in this ...

## BALL SEED SOWING AND TRANSPLANTING KIT



Ball Sowing / Transplanting Kit  
See list below.

Kit you receive a packet each of Celosia Forest Fire (tall red plume type for background planting), Globe Phlox (outstanding dwarf Phlox for border planting), Coleus Ball Rainbow Mixed (ideal either for a house plant or outside shade planting), and Ball Aster Mix (this is the large-flowered, long-stemmed cutting Aster which your florist grows). These varieties have been tested with the kit and are recommended for this type of culture and early starting. However, if you prefer, you may specify **any** four seed packets listed in SEEDcraft with no extra charge. Unless you specify other varieties on your order, you will receive the above four varieties. The kit has been thoroughly tested, and the suggested varieties are sure performers and respond well to early starting indoors. You need no other special equipment. Ball Seed Sowing and Transplanting Kit makes a unique and effective gift for gardening friends and is especially interesting for those who are just becoming acquainted with gardening as a hobby. This kit is also very instructive for children.

Ball Seed Sowing and Transplanting Kit includes the following: 2 Market-Paks (for seed sowing); special Ball florist germination material; Flexoglass Market-Pak cover; 2 aluminium foil pans to protect window sill; 4 plastic labels; 100 Jiffy-Pots; 1 row marker; 1 packet of sand; 1 envelope of water soluble fertilizer; 1 packet each of Celosia Forest Fire, Globe Phlox, Coleus Ball Rainbow Mixed, and Ball Aster Mix; and complete directions for sowing and planting.

**Price: \$6.95**, prepaid anywhere in U.S.A.



A Sensational New Growing Container ...

## Jiffy-Pot

We consider this the most significant new plant growing container since the clay pot was first used hundreds of years ago. Jiffy-Pots are molded in Norway of neutral peat and special wood fiber with 1.3% nitrogen, 1% phosphorus, and 1.6% potash added. They will last for many months with plants in active growth, yet when plunged into open soil or a larger pot the roots **immediately** penetrate the walls of the pot into the open soil without restriction. This means that it is no longer necessary to knock plants out of pots before transplanting into larger pots or into the open ground. The peat in Jiffy-Pots provides a combination of **moisture control** and **root aeration** which is **superior** to any other container. The results of this in better plant growth may be readily appreciated in the photo, right. This pot is proven by two years of tests and use by hundreds of florists throughout the U.S.A. and Europe. This is an entirely new peat pot. Do not confuse it with any previous organic pot offers. Unused pots may be stored indefinitely if kept dry.

JIFFY-	2 1/4-inch	3-inch
POT	100 . . . . .	\$ 3.95
PRICES	250 . . . . .	\$ 8.95



Our grower, Leo Augustine, demonstrating the superior growth of Petunias in Jiffy-Pots, left, compared with clay pots, right.

## MARKET-PAKS

For seed sowing and transplanting small quantities of plants, the Market-Pak, 7 1/2 x 5 1/2 x 2 1/2 inches, is ideal. 10 for \$1.00.



## Ball Rainbow Coleus

Ball Rainbow Coleus is world-renowned for its brilliance and wide range of colors.

Equally at home as a house plant, or for shade gardening. Color is derived mainly from foliage. There are dozens of leaf color combinations in the mixture, and any one individual plant may be reproduced by cuttings as they root very easily. A most remarkable and useful ornamental. Small wonder it is commonly found growing indoors and in shade gardens throughout the world.

**TURN TO PAGE 15 FOR VARIETIES AND PRICES**